

# Atlantic Film/Video Industry Task Force Report Volume II

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COMMUNICATIONS







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COMMUNICATIONS



Government of Canada  
Department of Communications

Gouvernement du Canada  
Ministère des Communications



## INVENTORY

This inventory was compiled by contacting several persons involved in the film industry and asking them to list all the participants. With the exception of TV and NFB we believe this listing to be exhaustive. These persons and agencies were then contacted by telephone and mail to ascertain the required information. Of the twenty-seven contacted, fifteen partially responded. There was a reluctance on the part of the respondents to indicate their capital investments. The five who did disclose their investment do not provide significant information for a regional interpretation. Computation on the number of personnel involved are based on those that responded.



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A. INVENTORY OF THE REGION'S EXISTING PRODUCERS

<u>Theatrical Films</u> (2)	<u>Non-Theatrical Film</u>	<u>Non-Theatrical Video</u>
Atlantic Filmmakers' Co-operative		Centre for Art Tapes
New Brunswick Filmmakers' Co-operative		Video Theatre Association
Newfoundland Independent Film Makers Co-operative	Memorial University Extension Service, Media Section	Memorial University Extension Service, Media Section
ABS Productions	ABS Productions	
Anchor Films Ltd.	Atcom Communication Ltd.	Colbourne's Productions Ltd.
Doomsday Studios Ltd.	B & D Creative Production	Devine Advertising Systems Ltd.
Faustus Bidgood Productions Ltd.	Colbourne's Productions Ltd.	Points East Ltd.
Image Productions	CRT Productions	Saga Communications Ltd.
Kriszan Productions	Fiddlehead Film Productions	Skerrett Communications Ltd.
Kingsley Brown Productions	Kriszan Productions	Zodiac Talent Academy Ltd.
Marm Productions	Kingslay Brown Productions	
Nimbus Films	Marm Productions	
Surfacing Film Productions Ltd.	Nimbus Films	
	Points East Ltd.	
	Saga Communications Ltd.	
	Skerrett Communications Ltd.	
	Nova Scotia Communications & Information Centre	

- (2) For the purpose of this study, "theatrical" productions has been defined as productions primarily designed for distribution through a theatre. Any production or activity which does not meet this criterion is to be considered as "non-theatrical".

B. MEANS OF DISTRIBUTION WITHIN THE ATLANTIC PROVINCES

<u>Method of Distribution</u>	<u>Production</u>
Department of Education	Co-Operatives Universities
In-House Use	Universities Sponsored Films
Theatre	Feature Films
Cable Television	Universities
Television	Independent Producers - current affairs - commercials (via sponsors)
National Film Board	Commissioned Work NFB Productions Co-operatives



# C. PERSONNEL INVOLVED IN THE INDUSTRY

Producer or Exhibitor	Creative	Technical	Financing	Marketing	Administrative	Other	Unknown	Total
<u>CO-OPERATIVES</u>								
Atlantic Filmmakers'	45	1	0	0	3	0	0	49
N.E. Filmmakers'	25	0	0	0	1	0	0	26
Nfld. Independent Film Makers	30	0	0	0	1	0	0	31
Video Theatre	50	1	0	0	1	0	0	52
Total	150	2	0	0	6	0	0	158
<u>INDEPENDENT PRODUCERS</u>								
Colbourne's	-	-	-	-	-	-	3	3
Devine	1	0	1	1	0	1	0	4
Doomsday	0	2	0	0	0	0	0	2
Northlight	3	2	0	0	1	0	0	6
Points East	0	4	0	0	0	0	0	4
Saga	1	0	1	1	3	0	0	6
Surfacing	0	0	0	0	3	0	0	3
Anchor	0	0	0	0	0	0	1	1
Total	5	8	2	2	7	1	4	29
<u>FRANCOPHONE COMMUNITY</u>								
LaTroupe de Madawaska	29	2	0	0	0	0	0	31
1776	6	0	0	0	0	0	0	6
Free-Lance	10	69	0	0	0	0	0	79
Cinerie 16	*	*	*	*	*	*	1	1
Total	45	71	0	0	0	0	1	117
<u>NFB/ONF</u>								
Production	0	6	-	-	9	-	-	9
Distribution	0	6	-	-	20	-	-	29

# C. PERSONNEL INVOLVED IN THE INDUSTRY (Cont'd)

Producer or Exhibitor	Creative	Technical	Financing	Marketing	Administrative	Other	Unknown	Total
<u>PERFORMING ARTS</u>								
Theatre New Brunswick	42	23	2	3	5	1	0	76
Charlottetown Summer Festival	83	31	2	4	1	0	0	121
Mermaid Theatre	10	2	0	0	1	*	0	13
Merrytime Clown & Puppet	3	1	0	0	1	1	0	6
Mulgrave Road Co-Op	6	1	0	0	2	0	0	9
Mummers Troupe	6	2	0	0	1	0	0	9
Neptune Theatre	-	7	1	2	6	4	0	20
Atlantic Dance	8	6	0	0	0	0	0	14
Maritime Dance	6	*	-	-	-	-	-	6
Atlantic Symphony	53	0	1	2	3	1	3	63
Innovations in Music	36	0	0	0	1	0	0	37
Total	253	73	6	11	21	7	3	374
<u>MARKETING</u>								
Zodiac Talent	1	1	0	3	0	1	0	6
Total	1	1	0	3	0	1	0	6
<u>EXHIBITION</u>								
Movie Houses	0	270	0	270	540	0	0	1080
Total	0	270	0	270	540	0	0	1080
<u>DISTRIBUTION</u>								
Booking Library					15	4		15
					5			9
					20	4		24
<u>TELEVISION</u>								
CBC	200	400	-	-	200	-	-	800
ATV)	80	150			85	-	-	315
NTV)	280	550			285			1115

KEY - means "not available"

\* means "yet to come"

0 means "not indicated"

MOVIE EXHIBITION IN THE FOUR ATLANTIC PROVINCES: SUMMARY OF STATISTICS

Area	Regular Theatres	Drive-In Theatres	Total	Admission Receipts	Amusement Taxes	Number of Admissions	Per Capita Expenditure	Full-Time Employees	Part-Time Employees	Salaries Wages	Employee Average per Theatre
CANADA	1,438	309	1,747	\$ 243,755,000	\$ 14,073,000	23,259,065	\$ 10.48	7,657	6,405	\$59,120,000	8.0
ATLANTIC PROVINCES	91	44	135	16,766,000	1,179,000	2,220,936	8.18	672	427	4,205,000	8.1
NEW BRUNSWICK	29	19	48	5,556,000	485,000	694,500	8.00	217	174	1,357,000	8.1
NEWFOUND- LAND	16	5	21	2,802,000	37,000	528,679	5.30	105	36	646,000	6.7
NOVA SCOTIA	39	14	53	7,036,000	657,000	871,189	8.61	305	185	1,883,000	9.2
PRINCE EDWARD ISLAND	7	6	13	1,372,000	---	126,568	10.84	45	32	319,000	6.0



D. DETAILS OF THOSE WHO RESPONDED

ATLANTIC FILMMAKERS' CO-OPERATIVE (inc. 1974)  
1674 Argyle Street  
Halifax, N.S.  
B3J 2B5

Film  
Non-Commercial

Provides a pool of talent, resources, production equipment and space to facilitate the production of animation, documentary, dramatic, experimental and educational films of a non-commercial nature. It serves as a production agency, bringing together artists and technicians for specific productions by members and as a distribution, exhibition and marketing agency for films produced by its members. It provides information about conferences, festivals and publications and other matters concerning film production, distribution and exhibition.

1. Financial Sources

a) Capital Investments

Value of production and post-production equipment is approximately \$50,000; value of product inventory is \$5,475.

b) Funding for Productions

i) Government

a) Federal

Canada Council grant of \$20,000. A National Film Board grant of \$10,000 supports production.

b) Provincial

A grant of \$10,000 from the Nova Scotia Department of Recreation, Culture and Fitness supports Co-Op facilities, training programs, distribution and work-shops.

ii) Other

Annual membership fees of \$75.00 per member per year.

## ATLANTIC FILMMAKERS' CO-OPERATIVE (2)

### 2. Personnel

#### a) Number/Breakdown of Personnel

Total of 45 film-maker members; 4 part-time staff (Co-Ordinator, Distribution Co-Ordinator, Workshop Co-Ordinator, Equipment Co-Ordinator).

#### b) Training/Qualifications

No specific requirements.

#### c) Salaries

No cash remuneration for film-maker members. Co-Ordinators share \$13,500.

### 3. Distribution

#### a) Regional

Films are shown at fairs, public events, community gatherings and are exchanged with other groups within the Atlantic Region. Provincial Departments of Education receive showings.

Copies are held in libraries.

### 4. Future Plans

Break into the national market and disseminate its product via new sources (i.e. art galleries, television networks such as CBC, Public Broadcasting).

Center for Art Tapes  
1671 Argyle Street, 2nd Floor  
Halifax, N.S.  
B3J 2B5

Video  
Non-Commercial

A non-profit member of the Society for Art Presentation, its principal objective is to organize and support the work of professional artists by dissemination of information on the arts by way of exhibition and distribution.

1. Financial Sources

a) Capital Investment

No information to date.

b) Funding for Productions

i) Government

a) Federal

Canada Council grant of \$14,000

ii) Other

A process is being established whereby prices for the sale and rental of video and audio works will be established by each individual artist and the Center will take 20% for its handling service.

2. Personnel

a) Number/Breakdown of Personnel

One staff member.

b) Training/Qualifications

Graduate of the Nova Scotia College of Arts & Design

c) Salary

\$7,000 per annum.



## CENTER FOR ART TAPES (2)

### 3. Distribution

#### a) Local

Bi-weekly exhibitions during June - September season.

#### b) National/International

A catalogue will be published twice a year and mailed to a list of over 400 national and international art institutions and interested organizations.

### 4. Future Plans

Purchase of 3/4" video player and colour monitor pending approval of the application by the Canada Council. Investigation of the publishing field and of the possibility of developing more extensive work in audio. Investigation of market expansion by means of a travelling show.

NEW BRUNSWICK FILMMAKERS' CO-OPERATIVE<sup>1</sup> (est. 1978)  
331 University Avenue  
Fredericton, N.B.  
E3B 4H9

Film  
Non-Commercial

Provides a pool of resources and people for 16 mm and electronic motion picture production, with specific reference to Super 8 animation and documentary.

1. Financial Sources

a) Capital Investments

No information to date.

b) Funding for Productions

i) Government

a) Federal

Grant from the National Film Board in the amount of \$7,500. Canada Council support has been solicited.

b) Regional

\$1,000 grant from the Province of New Brunswick

2. Personnel

a) Number/Breakdown of Personnel

Total of 25 film-maker members; 1 part-time staff member (Production Co-Ordinator).

b) Training/Qualifications

No specific requirements.

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1. A very young organization, the Co-Op owns virtually no equipment and is not settled in any kind of permanent space. Until funding is established, the Co-Op is unable to speculate about even the immediate future.

## NEW BRUNSWICK FILMMAKERS' CO-OPERATIVE (2)

### 2. c) Salaries

Film-maker members receive no cash remuneration. The Production Co-Ordinator earns approximately \$900 a year.

### 3. Distribution

#### a) Local

At present, productions are exhibited at a private home. Community gatherings are planned for the immediate future. A dissemination procedure has yet to be worked out.

### 4. Future Plans

Develop increased film screenings, film production and film awareness in the community. Offer video production facilities. The emphasis will be on documentaries.



An association of film artists providing training to new film makers through work shops, critiques by peers, and on-hand experience with 16 mm production facilities.

1. Financial Sources

a) Capital Investments

At present, \$5.00 share capital per member per year. This amount is under review and may increase.

b) Funding for Productions

i) Government

a) Federal

An operating grant from the Canada Council in the amount of \$25,000 includes money to build up necessary production equipment. A production processing grant from the National Film Board in the amount of \$8,000 is directed towards lab costs.

Indirect federal support takes the form of limited free service supplied by the CBC, usually in the form of minor film processing and lending of equipment.

b) Provincial

Indirect provincial support is obtained from Memorial University Extension Media which also provides limited free facilities.

ii) Other

Private investment.

NEWFOUNDLAND INDEPENDANT FILM MAKERS  
CO-OPERATIVE LTD. (2)

2. Personnel

a) Number/Breakdown of Personnel

Total of 30 film-maker members; 1 part-time Manager in charge of daily affairs; occasional hiring of Assistant Manager or Secretary.

b) Training/Qualifications

No specific requirements for film-maker members. No information on staff to date.

c) Salaries

No cash remuneration for film-maker members. No information on staff to date.

3. Distribution

a) Local

Exhibited locally on a regular basis by the Co-Op; available for rent from it.

b) Regional

Exhibited regionally by the Co-Op and by the Atlantic Filmmakers' Co-Operative Ltd. in Halifax.

c) National

Distributed nationally by the Canadian Film Makers Distribution Center in Toronto.

Films are shown to paying audiences in theatres. Gate returns accrue to the film-maker according to the formula negotiated with the distributor or the place of showing.

4. Future Plans

Expand its membership and create a more active membership, funding permitted.

VIDEO THEATRE ASSOCIATION (est. 1976)  
1671 Argyle Street  
Halifax, N.S.  
B3J 2B5

Video  
Non-Commercial

A video resource center offering its facilities to artists and non-profit organizations in the Halifax metropolitan area and throughout the Maritimes. The main clientele is community organizations which require video technology to communicate information within their group or to the general public. A small group of video artists have been producing their own body of independant work.

## 1. Financial Sources

### a) Capital Investments

No information ~~to date~~.

### b) Funding for Productions

#### i) Government

##### a) Federal

Canada Council grant of \$24,000; National Film Board grant of \$22,000.

#### ii) Other

Independant producers raise funding equal to the Video Theatre's operating budget to support productions through foundations, charitable organizations, church groups, government contracts, NFB and Canada Council production grants.

## 2. Personnel

### a) Number/Breakdown of Personnel

Total of 50 members, between 6 and 10 free-lancers, 2 salaried personnel (Co-Ordinator and Technician).



## VIDEO THEATRE ASSOCIATION (2)

### 2. b) Training/Qualifications

No information to date.

### c) Salaries

Co-Ordinator: \$12,000

Technician : 10,000

No further information to date.

### 3. Distribution

#### a) Local

Halifax Cable aired 16 week series.

#### b) Regional

One program on ATV regional network; numerous screenings held around the Maritimes.

Library holds over 100 titles.

The present distribution system is under review.

### 4. Future Plans

Investigate provincial and corporate funding, rentals as a source of revenue. Purchase more production equipment.

MEMORIAL UNIVERSITY EXTENSION SERVICE,  
MEDIA SERVICE (est. 1976)  
St. John's, Nfld.

Film/Video  
Primarily Non-  
Commercial

Promotes the use of film and video as a community development tool.

1. Financial Sources

a) Capital Investments

No information to date.

b) Funding for Productions

i) Government

a) Federal

Production grants received in past (i.e. \$600,000 from DREE for an experimental media project involving a community learning center)

b) Provincial (Indirect)

95% of funding supplied by Memorial University

ii) Other

Approximately 5% of revenue generated from outside sources, usually government contracts for co-productions.

2. Personnel

a) Number/Breakdown of Personnel

Full-time staff of 15: 8 creative, 2 technical, 1 distribution, 4 office.

b) Training/Qualifications

Creative Staff : average education a university degree; between 5 and 10 years experience.

MEMORIAL UNIVERSITY EXTENSION SERVICE,  
MEDIA SERVICE (2)

2. b) Technical Staff: Electronics technicians; post-secondary technical training.

Office Staff : Full secretarial/clerical training.

- c) Salaries

Average for whole unit: \$15,000

3. Distribution

- a) Local

Shown in community halls and schools and on the university cable system which broadcasts to the St. John's area. Film and video-tapes are stored in the university library.

- b) Provincial

Shown in community halls and schools. Some film and video-tapes are stored in the provincial Department of Education Film Library.

4. Future Plans

Expand further into the field of educational films and video-tapes. Community development work in these same areas via cable and transmitters is planned, utilizing small portable transmitters that can be moved from community to community.

A film production company that produces television commercials, promotional, industrial and artistic films.

1. Financial Sources

a) Capital Investments

Value of 16 mm production equipment is approximately \$25,000.  
The Company owns no real estate.

b) Funds for Productions

i) Government

a) Provincial

Interest-free loan of \$10,000 from Department of Rural  
Development when company was first starting-up

ii) Other

Clients pay according to following formula: 1/3 payment  
at start of production; 1/3 payment after shooting; 1/3  
payment on acceptance by client.

2. Personnel

a) Number/Breakdown of Personnel

Full-time staff of one. The company contracts out to free-lancers  
for job work.

b) Training/Qualifications

No information



ANCHOR FILMS LTD. (2)

2. c) Salaries

Full-time staff: No information to date. Free-lancers are paid the going industrial rate.

3. Distribution

a) Local, Provincial, National, International

Productions have been aired on television to all of the above markets.

Distribution and showing of films and commercials are at client's discretion. Some films held in provincial government library.

4. Future Plans

Increase the volume of work. Consideration is being given to setting up a video facility. Areas of concentration will be documentary and industrial training/safety films.

A production facility devoted to film and video-tape productions, particularly with respect to wildlife and sport documentary films. Production facilities and equipment are available for rent.

1. Financial Sources

a) Capital Investments

Approximately \$200,000 in production equipment.

b) Funding for Productions

i) Government

a) Provincial

Grant of \$15,000 and interest-free loan of \$10,000 obtained from Department of Rural Development.

ii) Other

Clients generally provide funding in advance for television commercials. Smaller advertisements may be produced before client is billed. Under contract with CBC for television series.

2. Personnel

a) Number/Breakdown of Personnel

Full-time staff of 3. Artists, technicians, etc. work under contract.

b) Training/Qualifications

No information

2. c) Salaries

Contracted staff receives union rate.

3. Distribution

a) Regional, National

Productions have been aired on television regionally and nationally.

Where programs have been purchased by the CBC, it is the CBC that decides on the scope of distribution.

4. Future Plans

Expansion of the video-tape aspect of its production.

DEVINE ADVERTISING SYSTEMS LTD. (inc. 1977)  
P.O. Box 5588  
St. John's, Nfld.  
A1C 5W2

Video  
Commercial

An advertising company which does concept design, video-tape production for television commercials and video-tape recordings of conferences and meetings. It possesses graphic arts facilities and offers training programs, in addition to providing advertising-related functions such as marketing surveys and publications.

1. Financial Sources

a) Capital Investments

Approximately \$10,000 in production equipment.

b) Funding for Productions

i) Government

Nil.

ii) Other

Client pays for commercials on delivery. On larger or sponsored productions, client pays according to following formula: 1/3 payment at start of production; 1/3 payment after shooting; 1/3 payment on acceptance by client.

2. Personnel

a) Number/Breakdown of Personnel

Staff of 4: 3 full-time (Creative Director, Financial Manager, Marketing Manager); 1 part-time clerk.

b) Training/Qualifications

Average education for full-time members of staff: university degree or professional training. The clerk has full secondary clerical training.



DEVINE ADVERTISING SYSTEMS LTD. (2)

2. c) Salaries

Paid on a contract basis according to the value of the account at competitive or scale rates.

3. Distribution

a) Province

Commercials have been shown province-wide. Commercials that were made for the Quebec and Ontario market have been aired in those provinces.

Distributed via television at the client's discretion.

4. Future Plans

Increase volume of commercials and training/industrial tapes and emphasize rental of video equipment to others. Expansion of the sound recording studio is also planned.

DOOMSDAY STUDIOS LTD.  
1671 Argyle Street  
Halifax, N.S.  
B3J 2B5

Film  
Commercial

A film production, animation and titling service.

1. Financial Sources

a) Capital Investments

\$400,000 in equipment.

b) Funding for Productions

i) Government

a) Federal

National Film Board sponsorship; Manpower training grant.

ii) Other

Private investment; sponsors.

2. Personnel

a) Number/Breakdown of Personnel

Company owned and operated by one individual. Employs 2 staff operators, free-lance artists, musicians, sound recordists, negative cutters.

b) Training/Qualifications

No information

c) Salaries

No information

3. Distribution

Through National Film Board.

4. Future Plans

Hire two staff artists, purchase a 16/35 convertible camera, expand into commercials and features.

A company formed to facilitate film productions by its owner.

1. Financial Sources

a) Capital Investments

Approximately \$10,000 in production equipment; no real estate.

b) Funding for Productions

i) Government

Nil.

ii) Other

No information

2. Personnel

a) Number/Breakdown of Personnel

One-man operation (the owner).

b) Training/Qualifications

Possesses a BFA in Cinema and an MA in Mathematics; has about 4 years experience working as a producer and director in short dramatic films.

c) Salary

No information

3. Distribution

No information



4. Future Plans

Would like to be involved in sponsored documentaries, advertisements, dramas and feature films. Currently looking for contracts.

POINTS EAST LTD. (est. 1979)  
P.O. Box 2073  
Charlottetown, P.E.I.  
C1A 7N7

Film/Video  
Commercial

A film and video production company aiming primarily at the education market through production of drama, documentary, and industrial productions. Commercials are also a source of revenue.

1. Financial Sources

a) Capital Investments

\$10,000 in common shares. Value of equipment not available.

b) Funding for Productions

i) Government

Nil.

ii) Other

Through sponsors for sponsored films; some free-lance work.

2. Personnel

a) Number/Breakdown of Personnel

Full-time staff of 4: 2 sound persons, 1 production assistant, 1 assistant cameraman. Free-lancers used as job requires.

b) Training/Qualifications

No information

c) Salaries

No information

3. Distribution

a) Provincial

Short sold to CBC, documentary sold to Department of Veterans Affairs, mini docu-dramas and documentaries shown by Department of Education in schools.

4. Future Plans

Features are being contemplated.

SAGA COMMUNICATIONS (est. 1976)  
239 Water Street  
St. John's, Nfld.  
A1C 1B5

Film/Video  
Commercial

A full advertising agency which offers planning, developing and executing of advertising campaigns. It has no production facilities at the moment.

1. Financial Sources

a) Capital Investment

Real estate: commercial building of approximately \$250,000 value.

b) Funding for Productions

i) Government

Nil.

ii) Other

Client pays for commercials and small films on completion. On larger or sponsored productions, client pays according to following formula: 1/3 payment at start of production; 1/3 payment after shooting; 1/3 payment on acceptance by client.

2. Personnel

a) Number/Breakdown of Personnel

Full-time staff of 6: Creative Director, Senior Accounts Executive, Marketing Executive, Book-keeper, 2 Secretaries.

b) Training/Qualifications

Creative Director: 15 years advertising experience; extensive technical knowledge

Sr. Accounts Exec: 8 to 10 years advertising experience



## SAGA COMMUNICATIONS (2)

2. b) Other classifications: No information to date.

c) Salaries

Creative Director	:	\$19,000
Sr. Accounts Exec.	:	19,000
Marketing Exec.	:	25,000
Book-keeper	:	14,900
Secretaries	:	12,000

3. Distribution

a) Local

20% of productions for television aired locally.

b) Province

70% of productions for television aired province-wide

c) Regional

10% of productions for television aired regionally.

Television is the main method of distribution.

4. Future Plans

In-house production providing 16 mm film and 3/4 inch colour video facilities will be in place in 6 to 8 months. Also planned are acquisitions of a telecine for transfer from film to video; editing, sound recording and mixing facilities. The agency plans to expand to include the Atlantic Provinces' market. Government assistance is being sought.

SURFACING FILM PRODUCTIONS LTD. (est. 1979)  
1657 Barrington Street, Suite 420  
Halifax, N.S.  
B3J 2A1

Film  
Commercial

Production of feature films.

1. Financial Sources

a) Capital Investments

No capital in production equipment.

b) Funding for Productions

i) Government

a) Federal

None to date but seeking support from CFDC

ii) Other

Private investment. (Funded feature film, South Pacific 1942, budgeted at \$445,000, by local private investment.)

2. Personnel

a) Number/Breakdown of Personnel

Two partners and one part-time secretary. Free-lance technicians and actors, both local and international, hired as required.

b) Training/Qualifications

No information

c) Salaries

No information

3. Distribution

a) International

SURFACING FILM PRODUCTIONS LTD. (2)

3. a) South Pacific 1942, 35 mm feature film, intended for commercial distribution in the summer and fall of 1980.

4. Future Plans

Production of another 35 mm feature.

Designed to aid the business and private sector in the province by virtue of its contacts in the rest of Canada and the United States, viz. advertising agencies and counsellors, motion picture companies and producers, production houses and market research. It recruits, develops, promotes and places talent; offers advertising services for television, radio, magazines, etc.

1. Financial Sources

a) Capital Investment

No capital investment in production equipment or real estate to date.

b) Funding for Productions

i) Government

None to date. Applications pending with CFDC (Federal) and Newfoundland and Labrador Arts Council (provincial) for grant to develop a feature film idea.

ii) Other

Client pays for commercials. Sponsors for film production are being sought.

2. Personnel

a) Number/Breakdown of Personnel

Staff of 6: 4 full-time involved in advertising, design, and developing talent; 2 part-time (1 technician; 1 clerk). Job work is contracted out.

2. b) Training/Qualifications

Full-time staff: Experience in marketing, radio and television writing, theatre, teaching the performing arts and publishing. Education background ranges from high school to college and university.

Part-time staff: No information

c) Salaries

On a commission basis or to union scale.

3. Distribution

a) Local

Television commercials.

b) Province

Television commercials.

Distribution is at the client's discretion.

4. Future Plans

Working towards national advertising contracts. In conjunction with the talent academy and theatre school, it hopes to expand into feature film production and wants to act as a production facility center and talent pool.



## INVENTORY

Following is an inventory of human and physical resources for the production of film and video in the Acadian (French) community of the Maritime provinces.

The list is presented under two major groupings:

1. Film: 16mm and 8mm
2. Video: all types

Each section will be subdivided into four sections:

1. Production units or studios now in existence.
2. Other organizations with some production facilities and/or staff.
3. Private companies.
4. Human resources by occupation and rating.

n.b.: It should be said that the ratings given are somewhat arbitrary since there is no objective system of rating being applied but only an attempt to credit the different individuals in this list with past performance. The list is also incomplete because no effort has been made to include permanent staff of Radio-Canada which would be rated professional and also numerous persons who have been involved in amateur semi-pro production on an occasional basis.

# 1. FILM - 16mm

## 1. Production Units or Studios

There are only two organizations with full 16mm production facilities in the area: Radio-Canada and L'office National du Film (NFB). Radio-Canada has full production facilities except for laboratories and has a full time or part time staff of 60, working on the production of 7½ hours per week, mostly public affairs and variety. They also are involved in about five fours of assorted productions during the year, all for regional and some national network programming.

ONF/NFB Regionalisation Acadie is the regional studio of the French production of the NFB. It has full 16mm production capabilities except for laboratory and post-production. There are two full time employees - a producer and an administrator. All productions are on a contractual basis. Practically all laboratory and post-production work is done at the head office in Montreal.

## 2. Other organizations with some production facilities:

Association du Cinema Acadien, Super 8mm.

## 3. Private Companies:

- (a) Cineric: S small one-man operation involved in some commercials and one other production.
- (b) Media Spec Prod. Ltee: Professional lighting services for stage and screen.
- (c) Unimon Ltee.: Professional recording and public address services.
- (d) Son Excellence: Professional recording and public address services.

#### 4. Human Resources

##### Camerapersons - Professional rating

Rodolphe Caron  
Eric Michel  
Paul Savoie  
Lloyd Leblanc  
Ronald Goguen  
Gerry Leblanc  
Michel Robichaud  
Marc Paulin

##### Assistant Camerapersons - Professional rating

Ronald Fournier  
Maurice Lavigne  
Abel Godin

##### Semi-Pro Rating

Etienne Arseneault  
Gerard Theriault

##### Sound Persons Pro-rating

Gilles Theriault  
Ginette Leger  
Paul-Emile Gallant  
Leo Theriault  
Paul Clavette

##### Semi-Pro

Guy Belliveau  
Patrick Albert  
Jacques Beaulieu  
Marc Chouinard

##### Lighting Pro-rating

Yvan Vanhaecke  
Guy Babineau

##### Semi-Pro

Denis Fortier  
Paul Fortier  
Gerard Pothier  
Marc Chouinard  
Michel Deveau

##### Editing Pro-rating

Suzanne Dussault  
Elisabeth Crener  
Ronald Fournier  
Robert Melenfant

#### 4. Human Resources (Cont'd)

##### Semi-Pro

Marc Paulin  
Robert Hache

##### Directors Pro-rating

Luc Albert  
Phil Comeau  
Robert Hache  
Denis Godin

##### Semi-Pro

Claude Renaud  
Marc Paulin  
Anna Girouard

## 2. VIDEO

There is widespread video production across the Acadian community. Most of it is amateur and semi-professional for local community distribution or educational material intended for the classroom. But there is also a significant amount of production being done for regional and/or national broadcast. There are only a few attempts at feature length productions, but the possibilities exist. It is always a question of money.

### 1. Production Studios

- (a) Radio-Canada Regional Studio is fully equipped for 2" and 3/4" color production. Presently, Video production involves a good part of the staff, mostly studio production. Approximately 3½ hours per week.
- (b) ONF/NFB Regionalisation Acadie has 3/4" color broadcast production capabilities except for editing and post-production. Four projects are underway at different phases of production all aiming for network programming.
- (c) Tele-Acadie is a regional production studio for Northeastern New Brunswick, sponsored by the federal and provincial governments to obviate for the absence of Radio-Canada in that part of the Acadian community. It has full production facility in 3/4" color broadcast,

a permanent staff of six, and produces  $\frac{1}{2}$  hour weekly for the regional network and cable TV throughout the region. It has involved in other productions and could expand if the funds were provided.

(d) Cable TV: There are six cable TV stations in New Brunswick offering French programming. Some are strictly involved in French community production, while others are bilingual. Not all are equipped for local production, but the trend is to  $\frac{3}{4}$ " color broadcast. Most have one or two permanent staff and will lend equipment to community groups or individuals for local productions. No funds are available for those projects.

1. Moncton: English and French units; two staff for French unit;  $\frac{3}{4}$ " B&W equipment but  $\frac{3}{4}$ " color for English unit.
2. Edmunston: French only; one permanent staff;  $\frac{1}{2}$ " B&W equipment but going to  $\frac{3}{4}$ " color broadcast in the near future.
3. Campbellton: Bilingual; one permanent staff;  $\frac{3}{4}$ " color.
4. Bathurst: Bilingual; two permanent staff;  $\frac{3}{4}$ " color broad.
5. Kedgwick: French; no staff; no equipment.
6. St-Quentin: one staff; no equipment to date.
7. There are possibilities for at least three other stations in other areas.

## 2. Other Organizations

A number of organizations own some video equipment for their own use and will sometimes make it available for outside production. They are mostly equipped with  $\frac{3}{4}$ " color but not broadcast, and in some cases only  $\frac{1}{2}$ " B&W. The following is a list of colleges and universities in the area which are the better equipped and the most available for other use. But it should be noted that "other use" is the exception and against their normal policy.



## 2. Other Organizations (Cont'd)

- (a) Universite de Moncton: ½" and ¾" B&W; one staff.  
No broadcast possibility. No color camera.
- (b) College St-Louis Maillet, Edmunston: ½" B&W, one permanent staff.
- (c) College Jesus-Marie, Shippegan: operates Tele-Acadie for the New Brunswick government.
- (d) College Ste-Anne, Point de L'Eglise (Church Point) Nova Scotia: ¾" color broadcast, one staff.
- (e) College Communautaire (Community College), Bathurst; equipped with full ¾" color broadcast; three staff.
- (f) College Communautaire (Community College), Edmunston; ¾" color; one staff.

## 3. Private Companies

None

## 4. Human Resources

### Camerapersons Pro-rating

Maurice Lavigne  
Michelle Paulin  
Marc Paulin  
Roger Cormier  
Ronald Goguen

### Semi-Pro rating

Michel Blanchard  
Richard Boudreau  
Jose Pereira  
Andre Daigle  
Serge Clavette  
Jean Levesque

### Editing

Maurice Lavigne  
Richard Boudreau  
Alyre Morais  
Elizabeth Crener

#### 4. Human Resources (Cont'd)

##### Directing

Michel Blanchard  
Claudette Chiasson  
Margot Awad  
Phil Comeau  
Jose Pereira  
Leo Theriault









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